ABSTRACT OF THE DISCLOSURE

An event monitoring and logging system, including apparatuses and methods, for instrumenting an on-line application program, or service, for generating and communicating events upon the occurrence of certain conditions during the execution thereof, for monitoring generated events in real and near-real time in accordance with configurable rules, for generating and communicating selected alerts to appropriate personnel upon the exceeding of configurable thresholds, for logging generated events and related information in data files and databases for subsequent analysis, and for producing reports related to such instrumentation and generated events.